

ENTERPRISE GATEWAY TO AI TRANSFORMATION PLAYBOOK

A structured guide to assess AI maturity and connect to right enterprise and workforce support



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PURPOSE AND STRUCTURE OF THE PLAYBOOK

The Enterprise Gateway to AI Transformation (GAIT) Playbook is part of **Singapore's National Artificial Intelligence Impact Programme (NAIIP)**. It supports 10,000 enterprises and aims to develop 1,000,000 AI-ready workers, helping businesses and their people transform together.

Artificial intelligence (AI) is reshaping how businesses operate, compete and grow. However, many organisations struggle to move beyond early trials and turn AI into measurable results.

Technology alone is not enough. Supporting your workforce through training and new ways of working is just as important.

Co-developed by IMDA, SSG and WSG, the **GAIT Playbook provides a practical framework** to help business leaders adopt AI in a way that fits their organisation's current maturity, workforce needs and business goals.

The Playbook is structured around a simple three-step pathway:

Step 1: Self-Diagnose | Where are we?

Understand where your organisation stands across five dimensions of AI readiness

**Output:
Current Maturity Profile (Level 1 – 4)**

Step 2: Match | What's available to us?

Identify the most relevant enterprise and workforce support based on your current AI maturity level

**Output:
Curated Support**

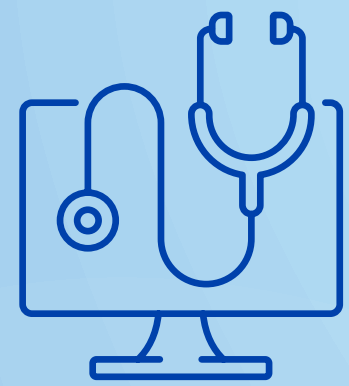
Step 3: Act | What do we do next?

Follow a simple, step-by-step action plan based on your top priorities

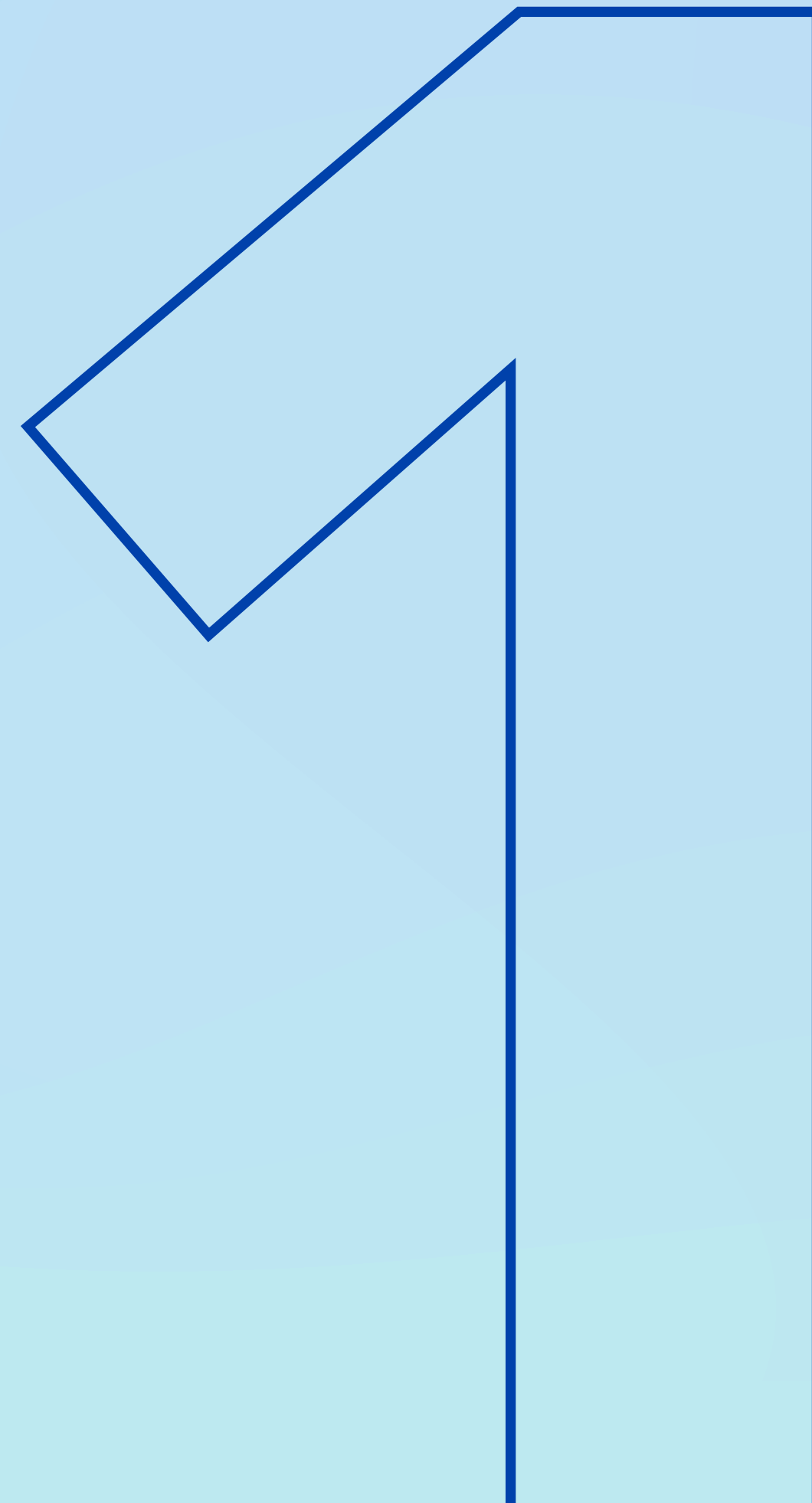
**Output:
Next Step Pathway & Resources**

This playbook is your practical starting point.

It guides you in the right direction and gives you the confidence to take action. You will know which initiatives to prioritise, what support is available, and how to move forward without feeling overwhelmed.



STEP 1: DIAGNOSE



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STEP 1: DIAGNOSE – WHERE ARE WE?

Assess where your organisation stands today across **five key dimensions of AI readiness**.
Each dimension is rated from Level 1 to 4, giving you a clear maturity profile to guide your next steps.

What is AI maturity?

Are you just getting started with AI, or is it already shaping how your business operates?

AI maturity looks at how deeply AI is embedded in your organisation — not just in the tools you use, but how you operate, make decisions and create value. **It also considers your people**: are employees equipped to work alongside AI, and are roles evolving to make the most of both human and AI capabilities?

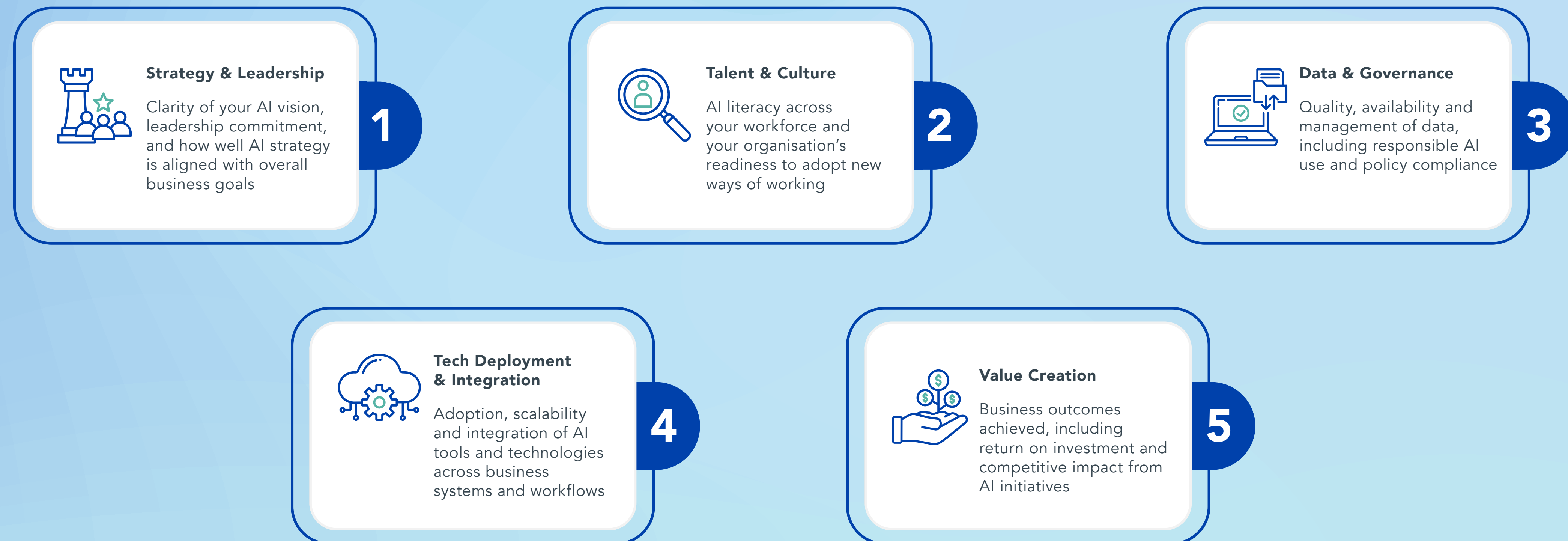
Think of it as a spectrum. At one end, AI is used occasionally and your workforce has limited exposure. At the other, AI drives how you compete and your people actively contribute to that transformation. Most organisations fall somewhere in between — and that's completely normal.

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STEP 1: DIAGNOSE – WHERE ARE WE?

This playbook assesses your maturity across five key areas: **Strategy and Leadership, Talent and Culture, Data and Governance, Tech Deployment and Integration, and Value Creation**, with workforce readiness embedded across all five.

The Five Dimensions of AI Maturity



1

AI MATURITY LEVELS - WHAT EACH LEVEL MEANS

For each of the five dimensions, your enterprise will be assessed and placed at one of four maturity levels. Tick the boxes that best describe your organisation to identify your current level.



Dimension 1: Strategy & Leadership

Level	Where your organisation stands today	What it looks like	Does this describe your organisation?	Leader's Notes
1	Not on our agenda yet No AI strategy, no leadership buy-in, no workforce plan	• No AI strategy in place		
		• AI usage is ad hoc and uncoordinated		
		• Leadership has not yet sponsored AI		
		• No workforce plan for AI		
2	Testing AI in one area One team experimenting, no enterprise-wide plan, skill gaps emerging	• One business unit has a defined use case		
		• No enterprise-wide AI plan		
		• Leadership aware but not prioritising AI		
		• Reacting to skill gaps as they emerge		
3	AI is in our business plan C-suite endorsed, with clear KPIs and a defined workforce AI strategy	• C-suite approved AI strategy		
		• Linked to business KPIs		
		• Multi-year AI roadmap in place		
		• Workforce AI strategy is defined		
4	AI drives how we compete Board-led, fully integrated into corporate strategy and talent priorities	• AI is a board-level priority		
		• Integrated with corporate strategy		
		• AI talent is a board-level priority		
		• AI outcomes are tracked at board or senior management level		



Dimension 2: Talent and Culture

Level	Where your organisation stands today	What it looks like	Does this describe your organisation?	Leader's Notes
1	Nobody owns AI here No clear ownership, limited awareness, no structured development	• No dedicated AI or data roles		
		• Workforce has limited AI literacy and relies heavily on external vendors or tools		
		• Knowledge is concentrated in one or two individuals		
		• No AI training programme in place		
2	A few people are upskilling Early learning efforts, informal and not coordinated	• At least one data-literate staff		
		• No dedicated data engineer or data scientist		
		• Team-level AI training underway		
		• Informal AI champions are emerging		
3	We're building an AI team Defined roles, structured training, growing adoption	• Dedicated AI team (2–5 full-time employees)		
		• External AI talent hiring underway		
		• Structured AI training programme in place		
		• AI adoption is guided by clear policies and processes		
4	AI talent drives the organisation AI capabilities embedded across the organisation	• Mature AI team (10+ full-time employees)		
		• Active partnerships with universities and polytechnics for AI talent		
		• Clear plan to hire, train and develop AI talent		
		• AI capabilities embedded organisation-wide		
		• AI skills go beyond specialist roles		



Dimension 3: Data and Governance

Level	Where your organisation stands today	What it looks like	Does this describe your organisation?	Leader's Notes
1	Our data is scattered Data is spread across different places with no clear structure or ownership	• Data is unstructured and stored separately		
		• No central data storage		
		• No clear AI policies or governance		
		• No data literacy training for staff		
2	We have started organising data Basic systems are in place, but data is not managed consistently across the organisation	• Basic cloud data storage in place		
		• Simple data pipelines set up		
		• Basic AI acceptable use policy in place		
		• Data literacy efforts have started		
3	Data is our AI foundation Data is managed more consistently and supports AI use across the business	• AI skills are not developed in a structured way		
		• Centralised data platform		
		• Formal data governance in place		
		• Risk assessments for each AI solution		
4	Data is an AI-ready asset Data is well-managed and supports AI at scale across the organisation	• Data literacy across functions		
		• AI-ready platform and supporting tools		
		• Machine learning pipelines in place		
		• Well-structured and governed data environment		
		• Responsible AI framework with external audit		
		• Strong data and AI literacy across the organisation		



Dimension 4: Tech Deployment and Integration

Level	Where your organisation stands today	What it looks like	Does this describe your organisation?	Leader's Notes
1	We use basic tools individually AI tools are used separately, with no integration or guidance	• Off-the-shelf AI tools are used (e.g., Copilot, ChatGPT)		
		• No integration with business systems		
		• No guidance on how to use AI tools		
2	AI is connecting to our systems AI is used in some areas and starting to connect to internal systems	• AI solutions used in 2 – 3 functions with at least one solution connected to internal systems (e.g., ERP, CRM, HRMS)		
		• Basic training on specific tools has started		
		• AI use is limited by data availability and readiness		
3	AI runs across our business AI is used across multiple functions	• AI solutions used across multiple functions and are connected to internal data and systems (e.g., ERP, CRM, HRMS)		
		• At least one custom-built solution		
		• AI-supported workflows are standard		
4	AI is how we build products AI is embedded in how the organisation builds and delivers products and services	• AI capabilities are established across business units		
		• Most AI solutions are developed in-house, with teams building directly using AI tools and agents		
		• Advanced AI use cases (e.g., multi-step or multi-model systems)		



Dimension 5: Value Creation

Level	Where your organisation stands today	What it looks like	Does this describe your organisation?	Leader's Notes
1	We have not measured AI's impact No clear view of business impact or returns from AI	• No measurable business impact		
		• Productivity gains are only seen at an individual level		
		• No return on investment (ROI) case established		
		• Workforce gains are not tracked		
2	Saving time and cost in place Early gains are visible but limited to specific areas	• Measurable productivity gains in some areas		
		• Cost savings in specific workflows, not scaled across the organisation		
		• Pilot ROI demonstrated internally		
		• Staff time savings are being measured		
3	AI is generating new revenue AI contributes to business growth and is tracked across functions	• Business processes are redesigned and new AI-enabled services are launched		
		• Revenue uplift from AI products or solutions		
		• Roles and workflows are redesigned around AI		
		• Value is tracked across functions, supported by metrics such as productivity gains, cost savings, and customer outcomes		
4	AI creates new markets for us AI drives new growth opportunities and competitive advantage	• AI drives new business models, services, or market opportunities		
		• Competitive differentiation through AI		
		• New markets are opened		
		• Entirely new business models are enabled		
		• New roles created by AI at scale		

ABOUT IMDA

The Infocomm Media Development Authority (IMDA) leads Singapore's digital transformation with infocomm media. To do this, IMDA will develop a dynamic digital economy and a cohesive digital society, driven by an exceptional infocomm media (ICM) ecosystem — by developing talent, strengthening business capabilities, and enhancing Singapore's ICM infrastructure. IMDA also regulates the telecommunications and media sectors to safeguard consumer interests while fostering a pro-business environment and enhances Singapore's data protection regime through the Personal Data Protection Commission.

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